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July 1, 2011

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Via Electronic Filing

Re: Notice of Ex Parte Presentation in: Examination of the Future of Media and Information Needs of Communities in a Digital Age, GN Dkt 10-25, and Standardized and Enhanced Disclosure Requirements for Television Broadcast Licensee Public Interest Obligations, MB Dkt. 00-168

Dear Ms. Dortch,

Pursuant to section 1.1206(b) of the Commission's rules, Free Press submits this notice regarding an *ex parte* communication in the above referenced dockets.

On June 29, 2011, Adrienne Biddings of the Georgetown Institute for Public Representation, Cheryl Leanza of the Office of Communication of the United Church of Christ, Inc., and Corie Wright of Free Press (together "public interest groups" or "groups") met with the following FCC staff members: Jessica Almond; Simon Banyai; Michelle Carey; Bill Lake; Mary Beth Murphy; and Holly Saurer.

In the meeting, the public interest groups expressed support for the recent FCC staff report recommendation that the Commission make disclosure a "pillar of FCC media policy."¹ While disappointed that the report dismissed the FCC's existing Form 355² as the appropriate vehicle for such disclosure, the public interest groups believe that the findings and goals laid out in the report, coupled with the record generated in the existing enhanced disclosure docket, provide a strong basis for swift action on the report's disclosure recommendations.

The groups emphasized the need for a disclosure mechanism that provides the public and researchers with searchable and online access to standardized information on the types of programming broadcasters are airing to serve their local communities of license, as well as how broadcasters are using their multicast channels. This information would improve

¹ *The Information Needs of Communities*, FCC Staff Report, rel. GN Dkt 10-25 (June 9, 2011) at 346.

² *See Standardized and Enhanced Disclosure Requirements for Television Broadcast Licensee Public Interest Obligations; Extension of the Filing Requirement for Children's Television Programming Report (Form 398)*, Report and Order, 15 FCC Rcd 19816 (Mar. 13, 2008) at Appendix B.

dialogue between broadcasters and their local audiences, which in turn will help broadcasters to better respond with programming that serves the needs of local communities. This information would also improve FCC decision-making processes by providing critical information on persistent policy questions, such as how media structure affects the provision of local news and information, and whether and how broadcast licensees are using multicast capabilities and spectrum gained through the digital television transition. Finally, the public interest groups expressed confidence that this critical information could be collected and disseminated in streamlined way that would be both useful to the public and would also attend to any *legitimate* burden concerns that broadcasters might have.

In accordance with the Commission's rules, this *ex parte* notice is being filed electronically in the above referenced dockets. If you have any questions regarding this filing please do not hesitate to contact me.

Respectfully
submitted,
_____/s/____

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